Please Amend the Specification as follows:

On page 6, lines 12-15, please rewrite the paragraph as follows:

Step 106 reflects reciving customer purchase information. At step 106step 108, customer purchase information may be placed within appropriate locations of an organizational structure based on a link file. The information may be placed within appropriate categories and sub-categories of an organizational structure.

On page 8, lines 8-12, please rewrite the paragraph as follows:

According to an embodiment of the present invention, data sources relevant to creating customer preferences are determined. A organizationalAn organizational structure setting forth customer preferences may be created. A link file may direct a processor to translate information from data sources into the organizational thereby allowing customer preferences to be created.

On page 12, lines 3-12, please rewrite the paragraph as follows:

According to an embodiment of the invention, category and sub-category information may be included under the "Title/Description" heading. Categories, such as "Shopping," "Travel," "Fashion," and other categories, may be included under the "Title/Description" heading, with appropriate sub-categories located beneath the "various" categories. In the example of Fig. 8BFig. 2, the sub-categories "Department Store," "Wholesale Clubs," "Grocery," and other sub-categories of "Shopping" may be displayed Further sub-categories, such as "High Dollar," "Saks^{TM}," "Nieman Marcus^{TM}," and Bloomingdales^{TM}" may be displayed. Descriptions of each category or sub-category may be provided where appropriate.